

The Thai digital marketing landscape in the era of Thailand 4.0



Recently, Oracle, the leading company in marketing and customer experience hosted an event on Agile Marketing. The discussion was led by Wendy Hogan, Oracle's Customer Experience and Marketing Director. The guest was Pacharee Pantoomano, Managing Director of BrandNow.Asia the agency that launched Grab, Lalamove, and Honestbee in Thailand.

During the fireside of the chat, Pacharee spoke about her marketing communications experience which spans 20+ years. She shared her experience on how marketing is changing in the era of Thailand 4.0. The catalyst for that change is big and real-time data which has given marketers the ability to quickly draw insights for online and offline campaigns.

With more information readily available, marketers are now able to use it for agile marketing, which is a tactical approach where teams focus their concerted efforts on high value projects, complete those projects collaboratively, measure their results, and then continuously and incrementally improve the outcomes over time.

In the past, the industry relied upon demographic, focus groups, and online survey. By the time the reports are submitted for reviewed to the decision makers, the data can be out of date and irrelevant for the next campaign. This trend is rapidly changing the way marketers work especially in lifestyle/business apps, retail and e-commerce.

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